

Fig. 1

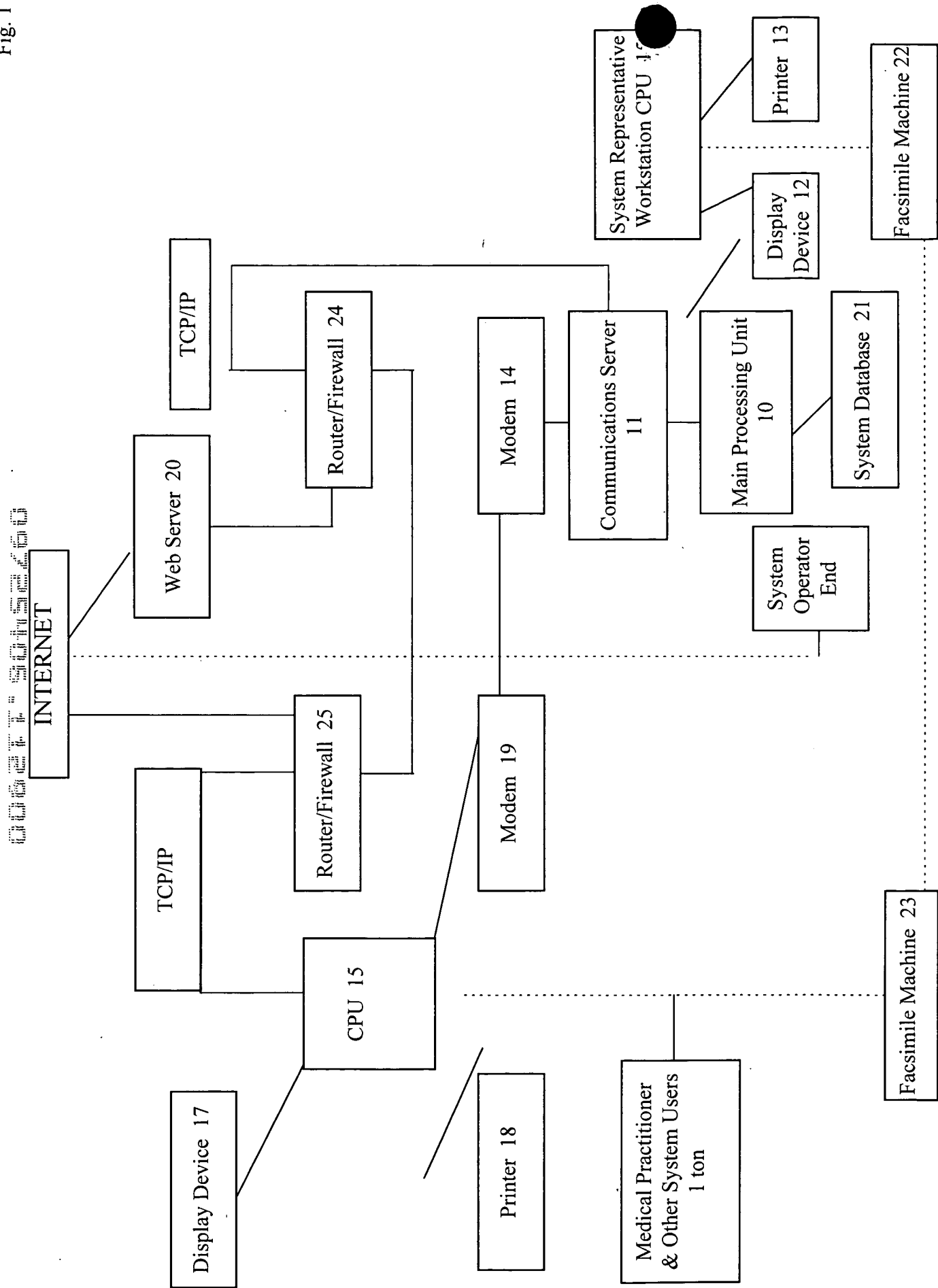
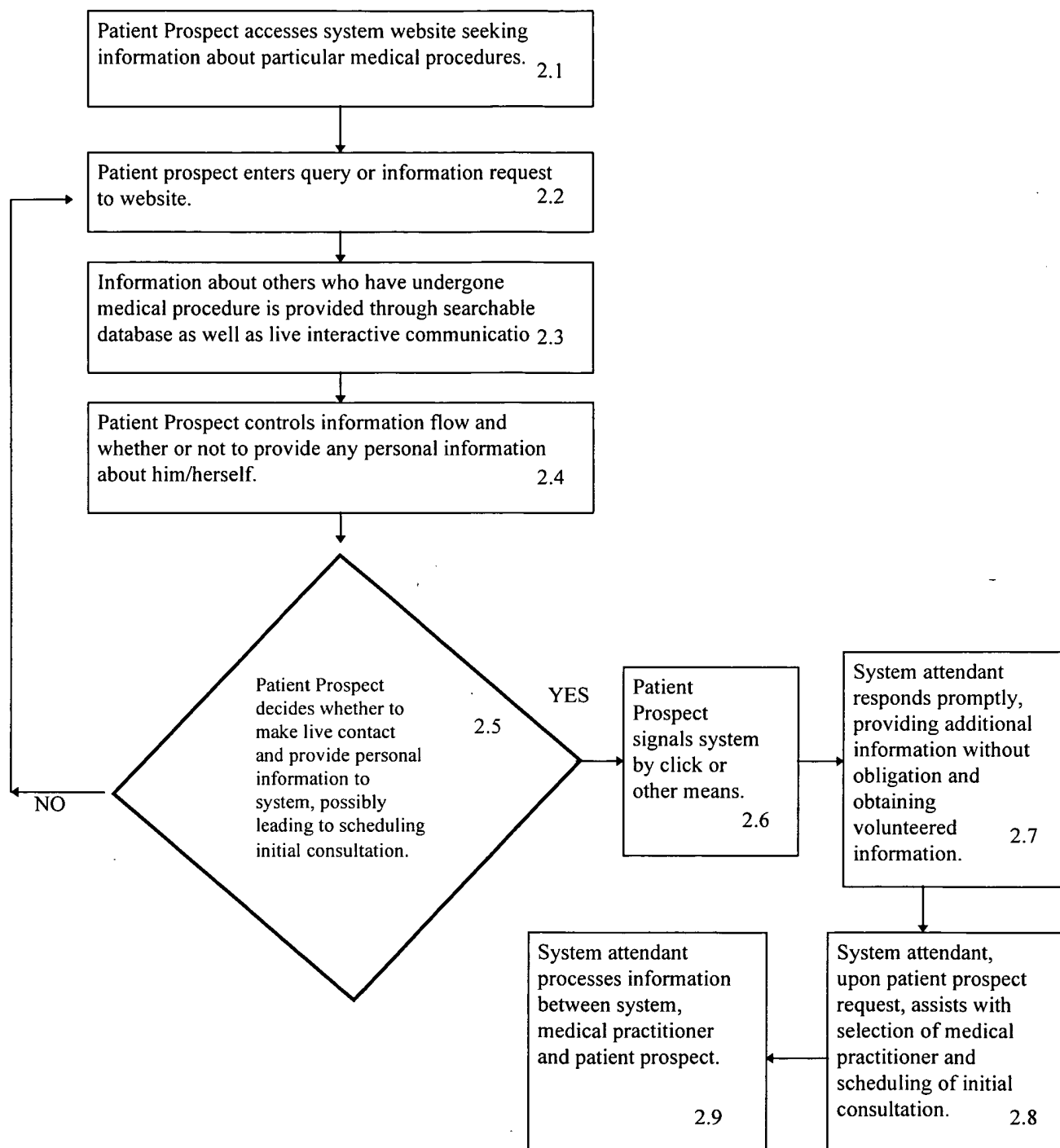


Fig. 2

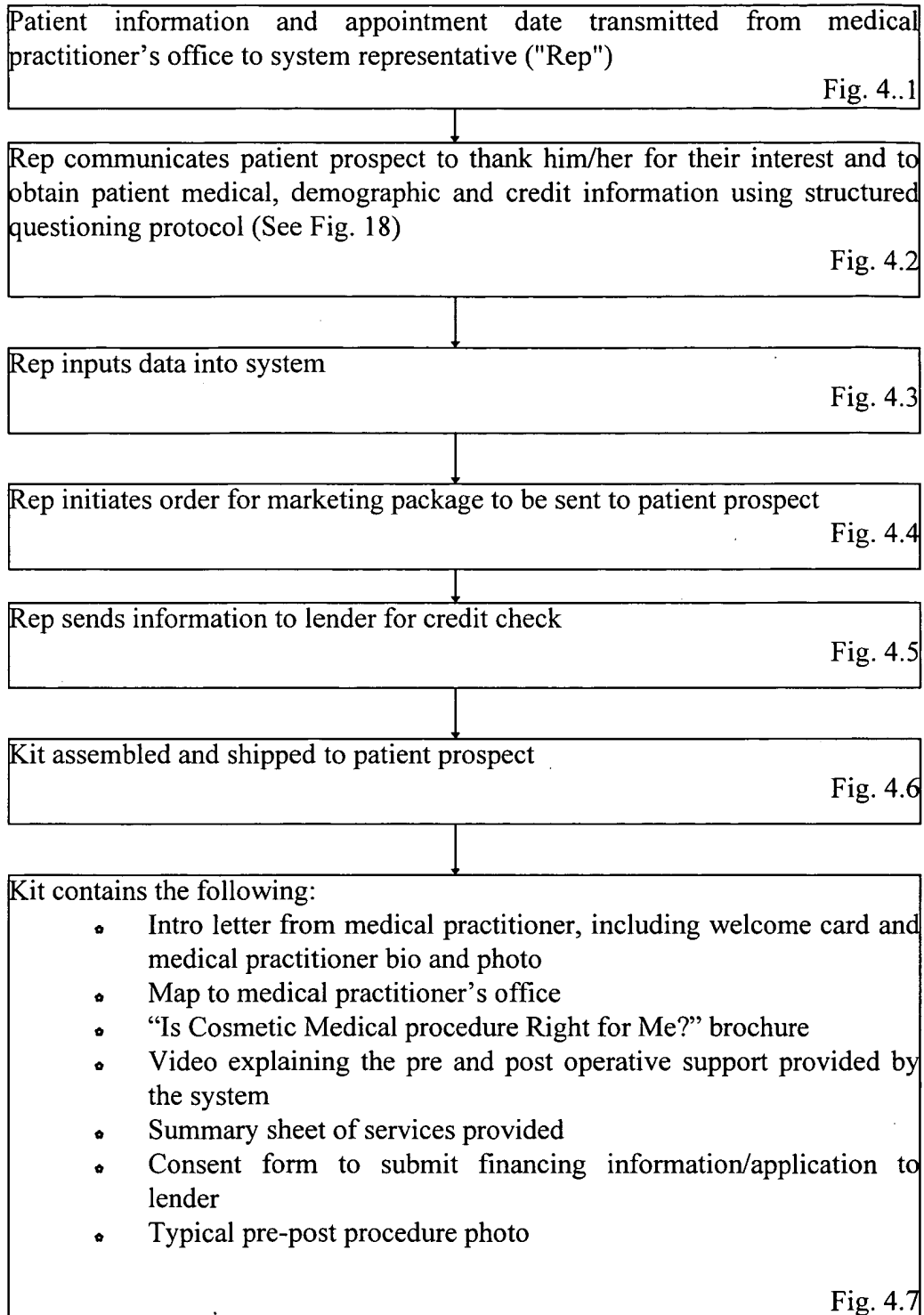
Initial Information Delivery and Permission Marketing Process Flow



SYSTEM
OPERATOR
DATABASE
21

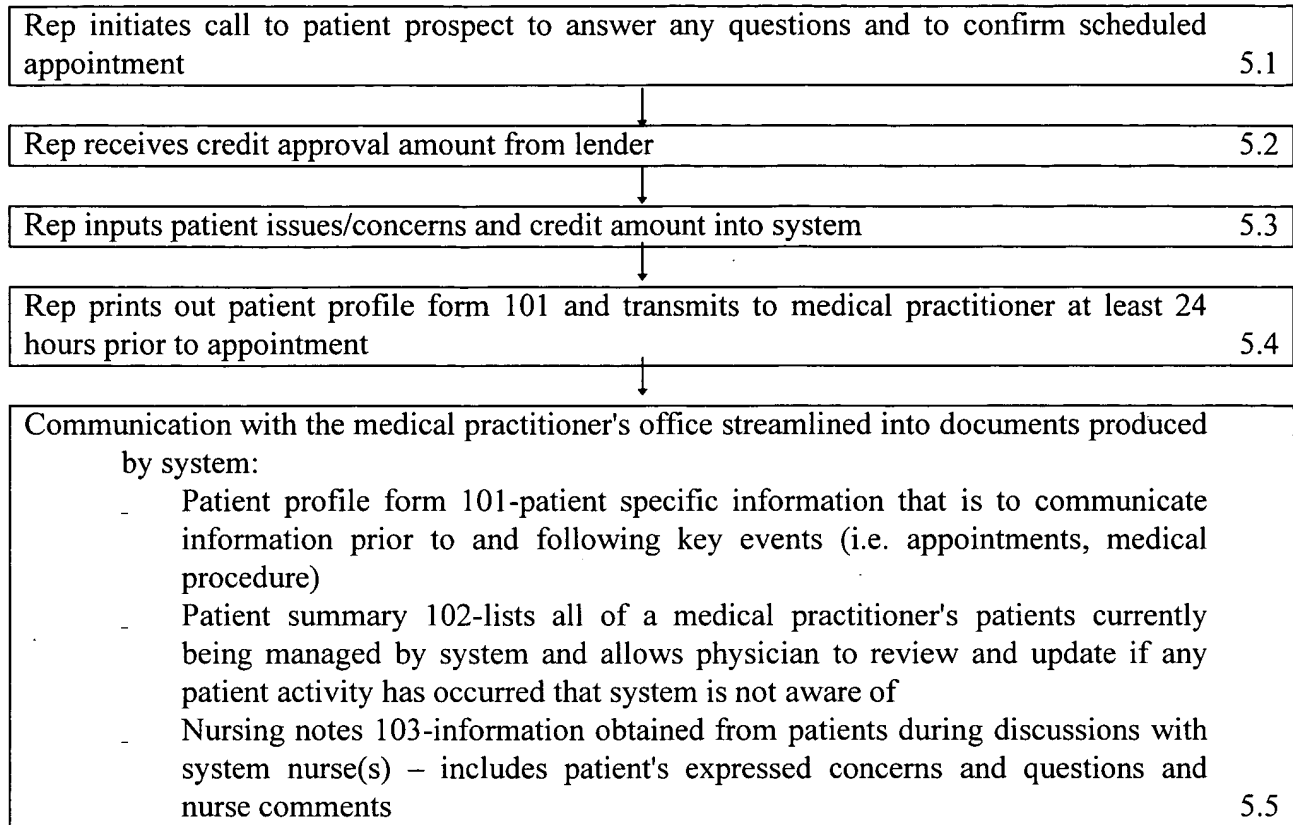
Fig. 4

INITIAL CALL BY PATIENT PROSPECT TO MEDICAL PRACTITIONER



[illegible]

PRE-APPOINTMENT STAGE



[illegible]

DAY OF APPOINTMENT

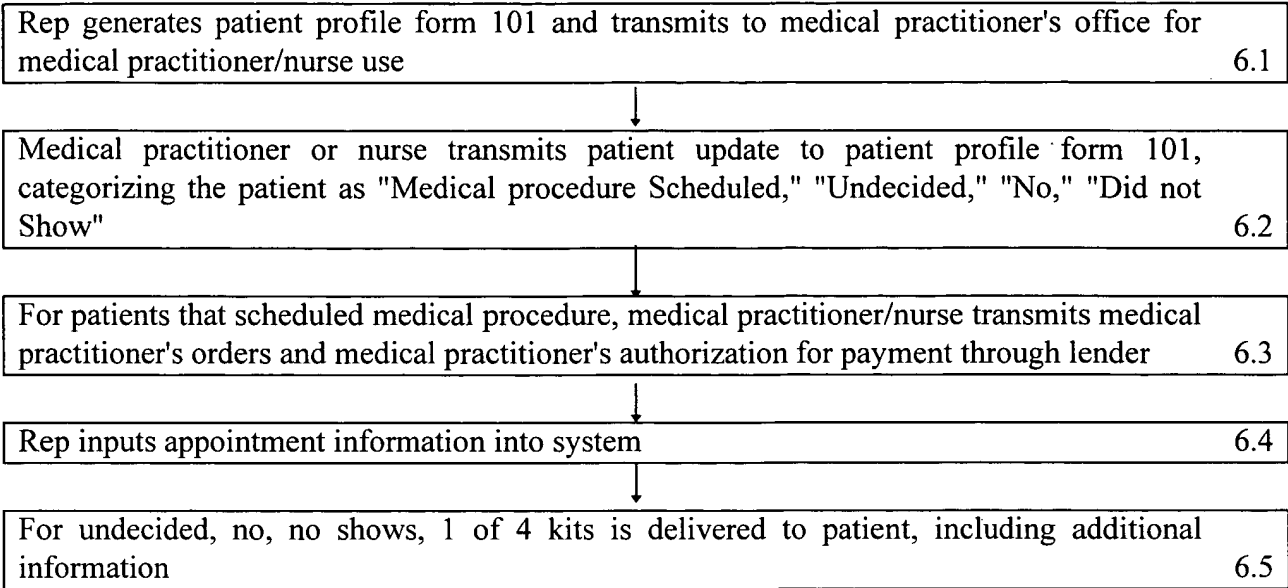
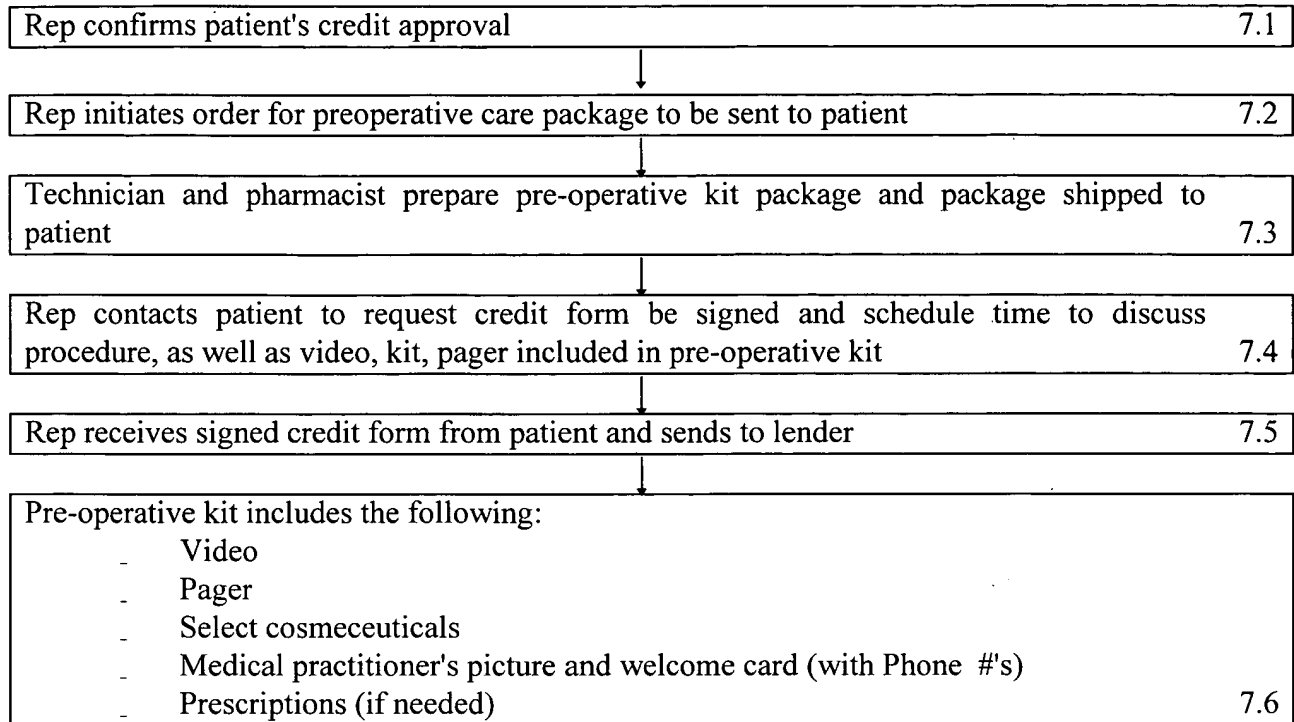


Fig. 7

POST-APPOINTMENT STAGE FOR PATIENTS WHO SCHEDULE PROCEDURE



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EDUCATION FOR PATIENTS WHO SCHEDULE PROCEDURE

Rep verifies delivery of pre-operative kit by contacting patient and initiates previous scheduled call to patient to discuss appointment, procedure, and package (pager, video and kit)

8.1

Rep transmits patient profile form 101 which includes confirmation of shipment and notes from conversation to medical practitioner

8.2

1990年12月25日

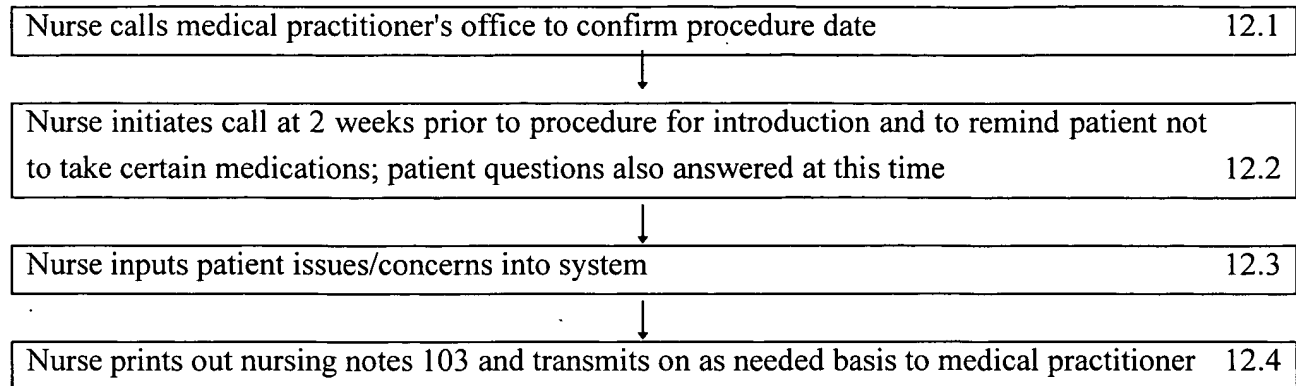
Rep initiates call to patient prospect to assess issues, resolve concerns	9.1
Based on conversations, Rep re-categorizes patient prospect as "undecided," "no-show," "no," or "chose another medical practitioner"	9.2
Rep initiates order for information to be sent to patient prospect depending on their category and information package is shipped to patient prospect	9.3
Rep inputs data and date of next call to patient prospect into system	9.4
Rep transmits patient summary 102 to medical practitioner	9.5

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Rep initiates call to patient prospect to assess issues, resolve concerns	10.1
Rep calls medical practitioner to explain patient's decision and to request the next steps to follow up and resolve issues	10.2
Rep initiates order for information package to be sent to consumer and information package shipped to patient prospect	10.3
Rep inputs data and date of next call to patient prospect into system	10.4

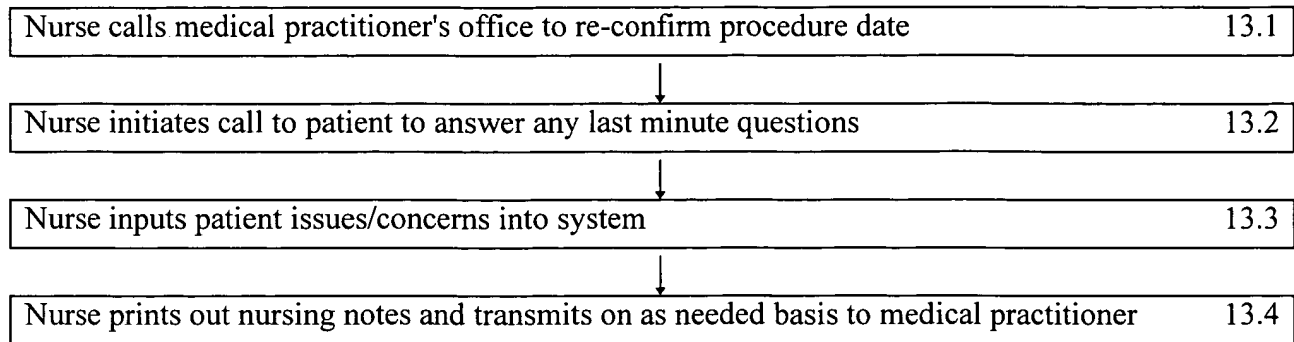
[illegible]

2 WEEKS PRE-PROCEDURE



THE 1990s

DAY BEFORE PROCEDURE



[illegible]

DAY OF PROCEDURE

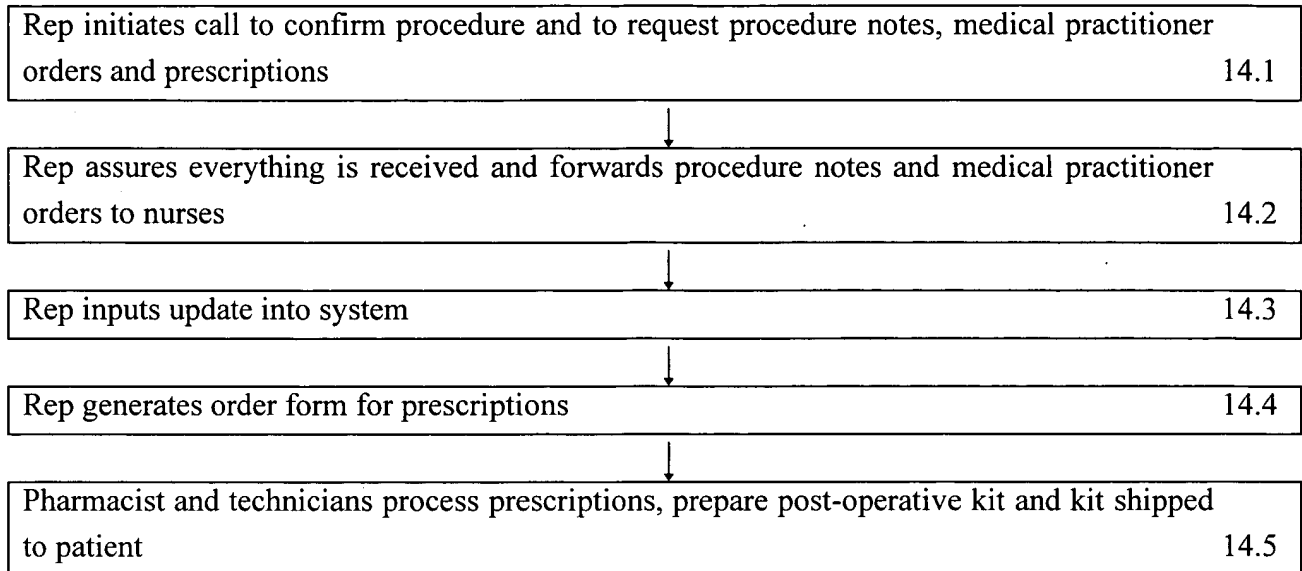
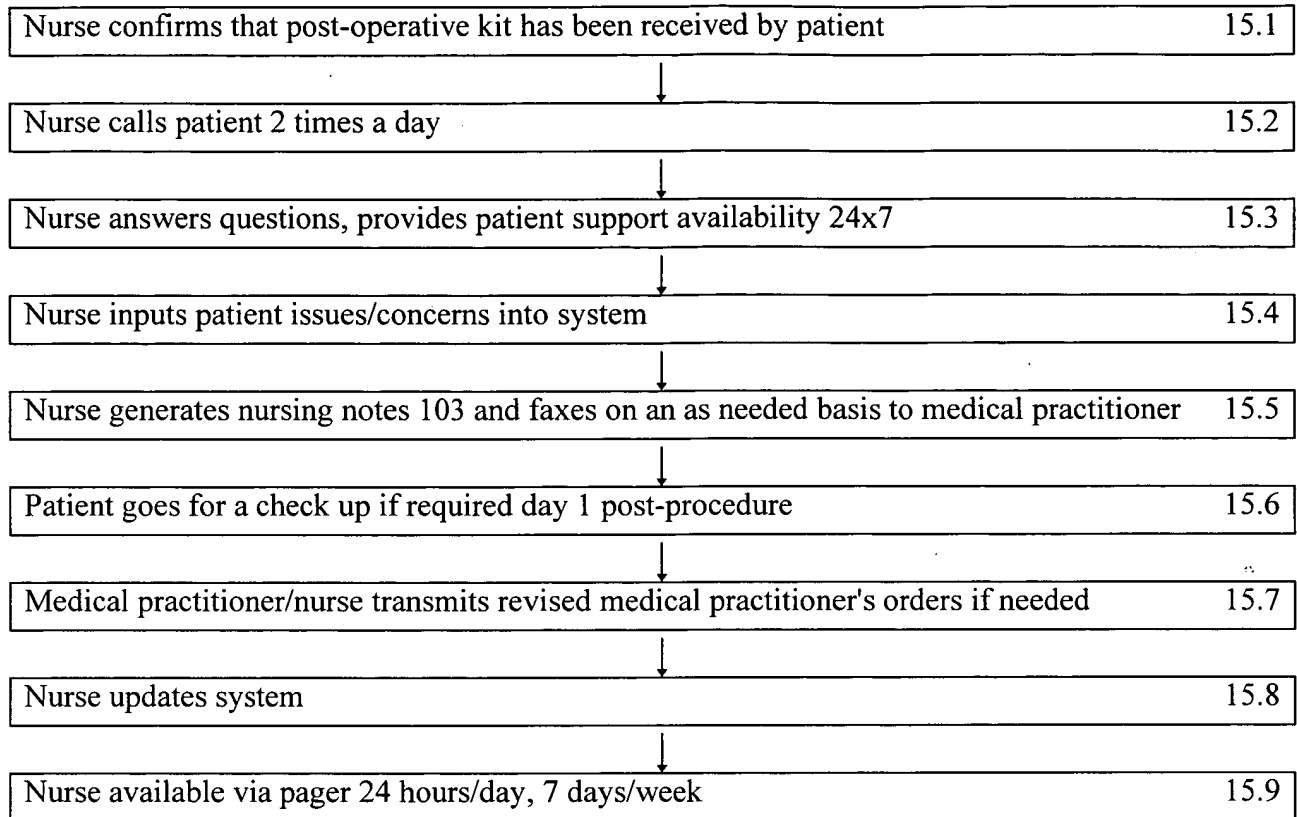


Fig. 15

DAY 1 – POST PROCEDURE



[illegible]

PRIOR TO, AND DAY OF FIRST POST-PROCEDURE VISIT

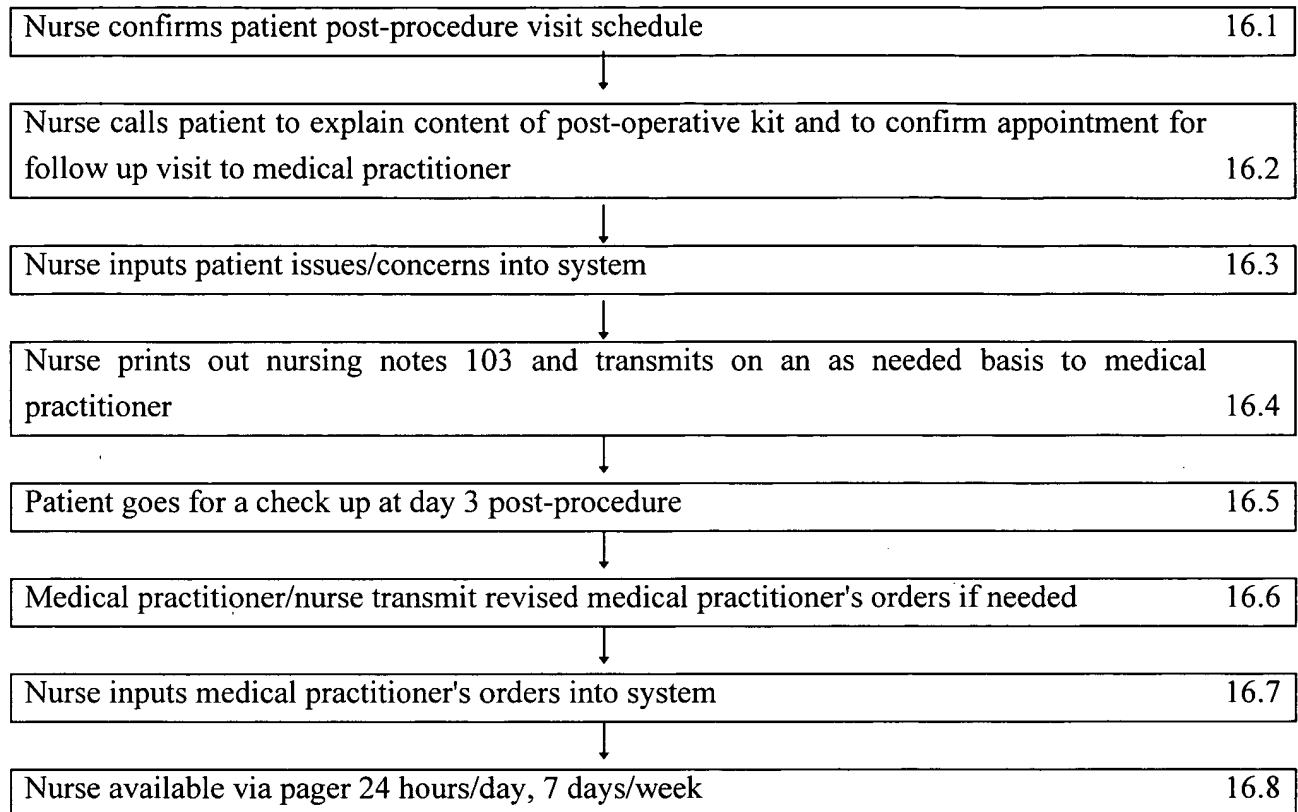


Fig. 17

DAYS 4-7 POST-PROCEDURE

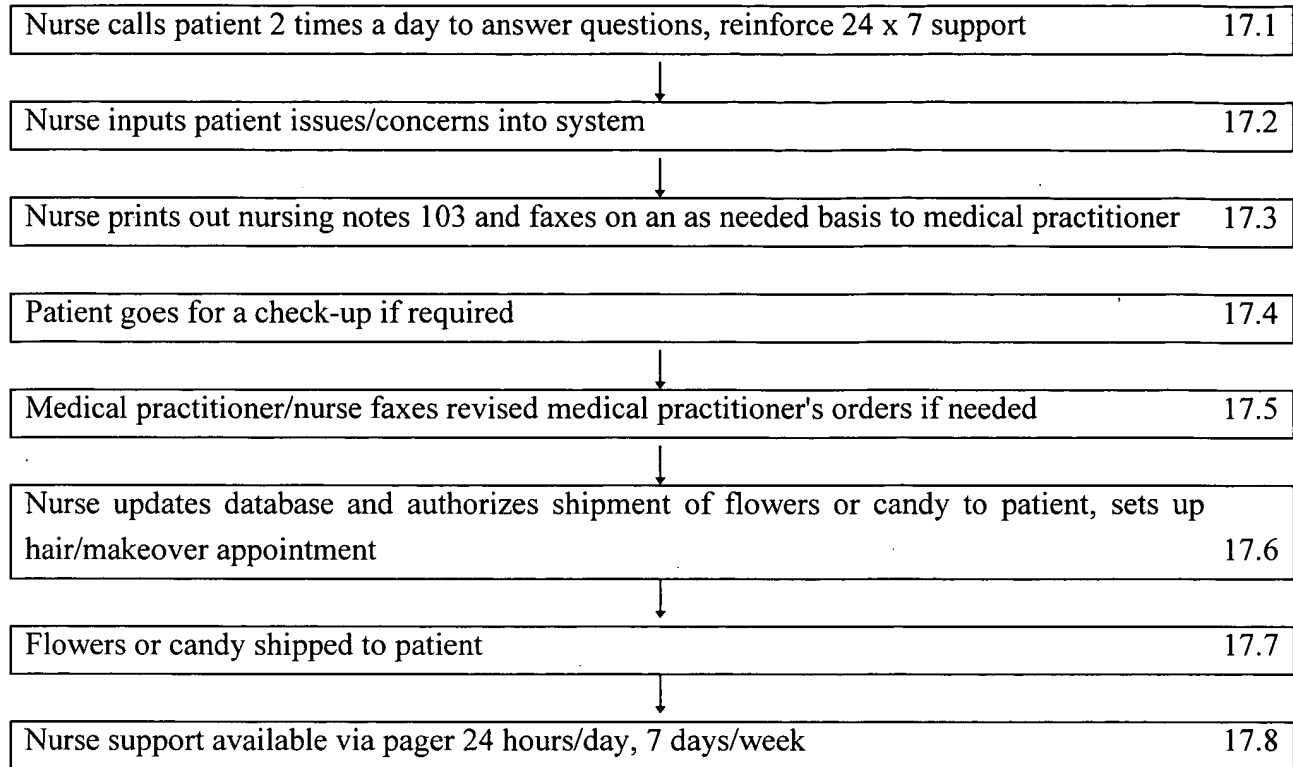


Fig. 18

WEEKS 1-12 POST PROCEDURE

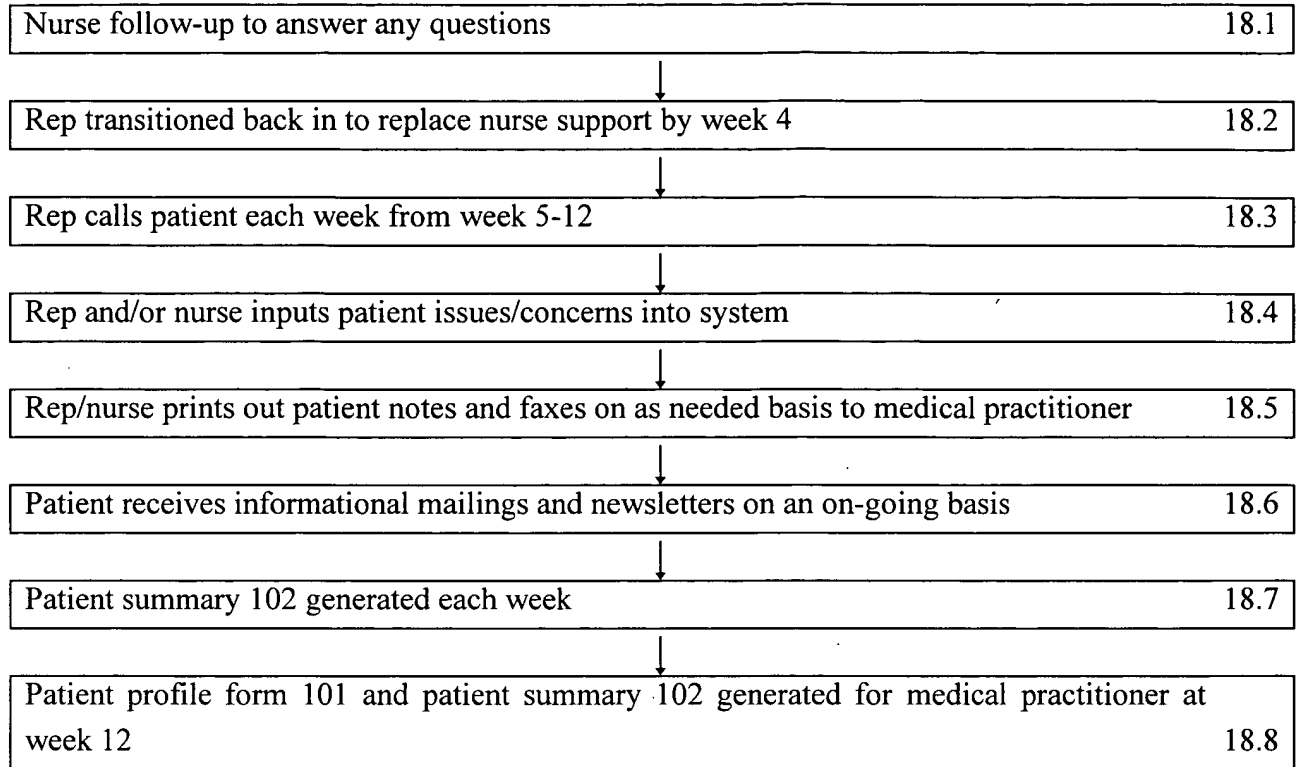


Fig. 19

INITIAL PATIENT INTERVIEW SEQUENCE

32.1 Segment # 1 (Why Advicare and Confidentiality Issues)

32.1.1 Introduction Module to System Representative ("PSR")

32.1.1.1 Hi, My name is _____, I am your PSR, and I am the designated agent for Medical practitioner _____'s office.

32.1.1.2 Medical practitioner _____ has asked that I call you. He/ She feels so strongly about patient relationships that he/she is involved the Advicare Service program. I will be the central point of contact should you wish to move forward in having Dr. _____ evaluate you and possibly be seen for treatment. Our company provides all aspects of education, coordination and administrative services relating to your potential consultation and follow-up appointments with Dr. _____. There is no cost to you, all costs are borne by the medical practitioner and all information will only be shared between you and the medical practitioner in written form and will be available for you to pick up at the office.

32.1.1.3 Patient Service Representative's introduction (PSR)

32.1.1.3.1 (PSR) Name

32.1.1.3.2 How would like me to refer to you (first or last name)

32.1.1.3.3 I am responsible for _____

32.1.1.3.4 I would like to explain the relationship between Advicare, you the Patient, and Medical practitioner _____

32.1.1.4 Overview of telephone time for this educational program

32.1.2 Confidentiality Issues Module

32.1.2.1 Why we ask these questions

32.1.2.2 How it will help the process

32.1.2.2.1 Optimize your visit

- 32.1.2.2.2 Medical practitioner needs to know about your specific concerns in advance so the medical practitioner can better prepare for your consultation
- 32.1.2.2.3 Reduce anxiety
- 32.1.2.2.4 Questions that you would like to ask will be detailed now when you are calmer rather than at the Medical practitioner's office where you may forget certain questions.
- 32.1.2.3 We will purge the clinical data from our system after 30 days and how by law we can not or will not share any information with anyone else.
- 32.1.2.4 We will forward a complete report to you by mail or you can pick it up at the medical practitioner's office upon your visit.
- 32.1.2.5 If there is other data that you wish to have us know or change before your visit, please feel free to call us.
- 32.1.2.6 Our phones are open to you 24 hours a day; there is no cost to you, this service is made available to you through Dr. _____ office
- 32.1.3 Introduction to Medical practitioner/ Advicare Partnership Module
 - 32.1.3.1 Getting In to See Your Medical practitioner Now
 - 32.1.3.1.1 Special Slots Times for Advicare's Patients
 - 32.1.3.2 How the Patient Satisfaction Guarantee Program operates
 - 32.1.3.2.1 Time
 - 32.1.3.2.2 Cost
 - 32.1.3.2.3 Products & Usage
 - 32.1.3.2.4 Compliance
 - 32.1.3.2.5 Yearly Visits
 - 32.1.3.2.5.1 (Free of Charge)
 - 32.1.3.3 We are a single point of distribution

32.1.3.4 We are not your medical solution, merely a conduit of information from the many people at Dr. _____'s Office ____ would be providing services, care and information to you.

32.1.3.5 We are staffed with nurses, PSR, pharmacists and other allied health care professionals; we will be your advocates in the process. We will provide solutions to you in advance of your request and will always be available to assist you insuring your procedure goes as smoothly as possible.

32.1.3.6 We will inform the medical practitioner as requested about the status of your pre and post operative care. We will interface will all the professionals at their offices to insure you receive information and care as quickly as possible.

32.1.3.7 Our Phone Numbers

32.1.3.8 Our Website

32.2 Segment # 2 (Patient Prospect Education Process)

32.2.1 Basic Patient Prospect Information Module

32.2.1.1 Acquisition of Name, Address, Phone Number Information

32.2.1.2 Soft Sales Efforts

32.2.2 Background On Medical practitioners Module

32.2.2.1 CV highlights

32.2.2.2 Years in Practice

32.2.2.3 Number of total Procedures Performed

32.2.2.4 Number of Particular Procedure Performed

32.2.2.5 Board Certification in which Specialty

32.2.2.6 Staff, Names and Function

32.2.2.7 Trained where with hospital affiliations at _____

32.2.2.8 Patient Testimonials about Medical practitioner

32.2.2.9 Medical practitioner's Age

32.2.3 Education Module

32.2.3.1 Education on Various Procedures

32.2.3.1.1 The following procedures would be available to you

32.2.3.1.2 Procedure A, B, etc.

32.2.3.1.2.1 Of course after your visit with the medical practitioners the Dr. _____ will make the final decision

32.2.3.1.3 Education on Requested Procedure

32.2.3.1.4 Price Range

32.2.3.1.5 Recuperation time

32.2.3.1.6 Preparation time

32.3 Segment #3 (Interest in Other Procedures)

32.3.1 Do you wear eyeglasses?

32.3.2 Do you exercise regularly, do you want more information?

32.3.3 Do you eat properly, do you want more information?

32.3.4 Are you interested in any other procedures?

32.4 Segment # 4 (Patient Advocacy Position)

32.4.1 Advicare Services Module

32.4.1.1 24 X 7 Support Availability

32.4.1.2 AdvoKits

32.4.1.3 Tapes, Video, Audio

32.4.1.4 RN's Backgrounds

32.4.1.5 Pharmacist's Backgrounds

32.4.1.6 AdvoNet review

32.4.1.7 AdvoCard review

32.5 Segment # 5 (Patient Prospect Interview)

32.5.1 Financing Module

32.5.1.1 Hard Sales Efforts

32.5.1.2 Referral

32.5.1.3 Warm Transfer

32.5.2 Medical Profile Module

32.5.2.1 Medical History sub-module

32.5.2.1.1 Family medical history

32.5.2.1.2 Allergies to medication

32.5.2.1.3 Have you had any experience with medical procedure in the past?

32.5.2.1.4 Prior hospitalizations

32.5.2.1.5 Any difficulty with healing

32.5.2.1.6 Any tendency to scar abnormality (keloid)

32.5.2.1.7 How would you rate your healing capability 1-10 10 being the fastest.

32.5.2.1.8 Diabetes

32.5.2.1.9 Hypertension

32.5.2.1.10 Review of Body Systems, Please answer "Yes" or "No," should any significant concerns appear your the medical practitioner will discuss them with you. (Q/A on Status of Each)

32.5.2.1.10.1 Cardiac (circulatory)

32.5.2.1.10.2 Pulmonary

32.5.2.1.10.3 Renal

32.5.2.1.10.4 Urologic

32.5.2.1.10.5 Gastrointestinal

32.5.2.1.10.6 Infection Disease /
Immunodeficiency

32.5.2.1.10.7 Endocrine

32.5.2.1.10.8 Neurologic

32.5.2.1.10.9 Autoimmune Disease

32.5.2.1.10.10 Special Senses

32.5.2.1.10.10.1 Hearing

32.5.2.1.10.10.2 Eyes

32.5.2.1.10.10.3 Taste

32.5.2.1.10.11 Psychiatric

32.5.2.1.11 Psychological expectation's sub-module

32.5.2.1.11.1 Why do you wish to undergo this procedure?

32.6 Segment #5 (Questions & Answers from Patient Prospect)

32.6.1 Are there other family members that might have questions for us to answer? If so, please feel free to have them contact me.

32.6.2 Appointment Module

32.6.2.1 Confirmation of Existing Appointment with Advicare Medical practitioner

32.6.2.2 Generate new appointment for Advicare's Medical practitioners Office

32.7 Segment #7 (Appointment Module) -- Schedule appointment for patient prospect at Medical practitioner's office -- confirm

32.8 Segment #8 (Fulfillment Module)

32.8.1 Mailing/Fulfillment Overview

32.8.1.1 Best time to call prospect

32.8.1.2 Demographic Information

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FIG. 20

FIG. 21

MARKETING PROCESS FLOW

